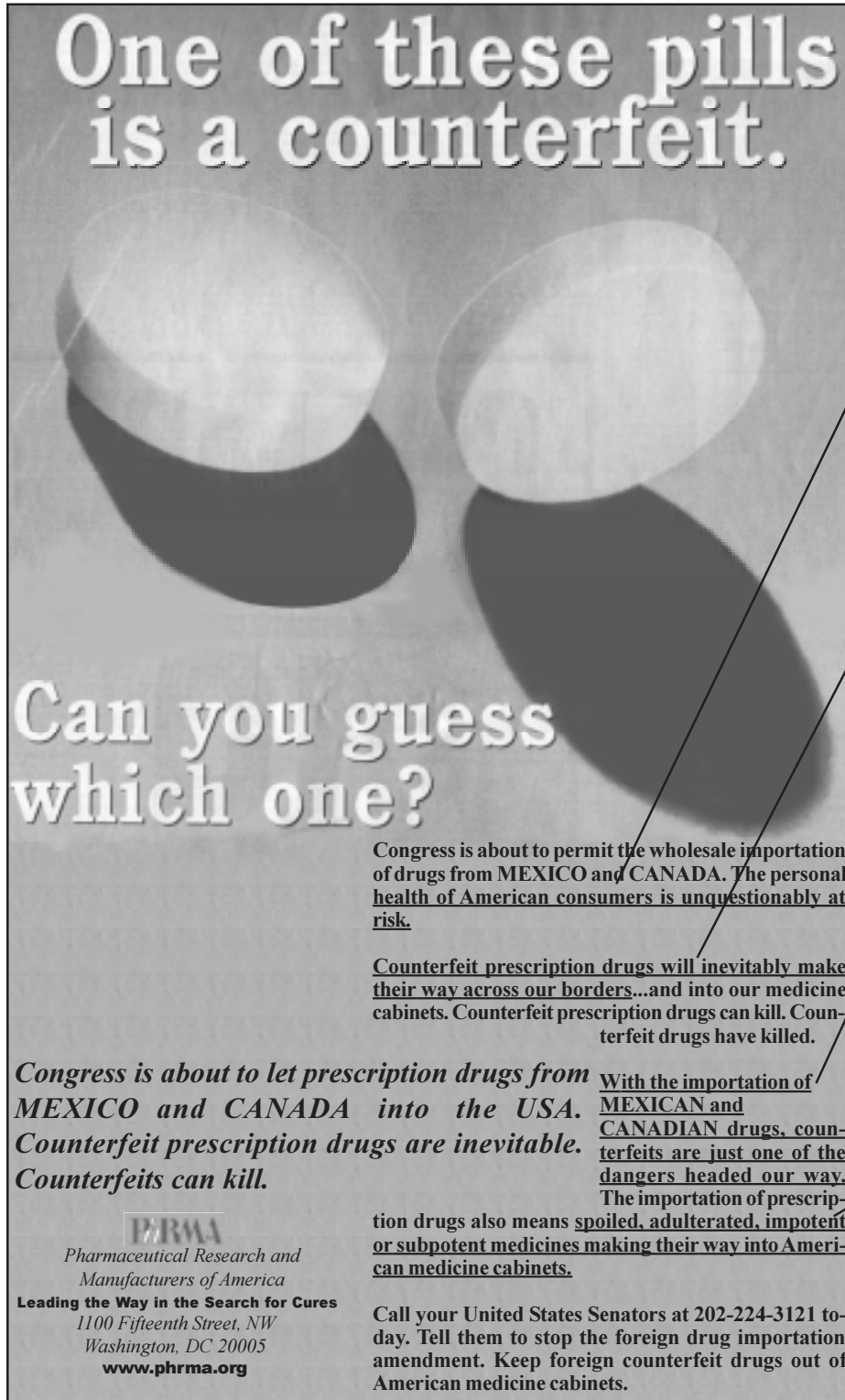


# ONE SIDE OF THIS PAGE IS FACT, AND ANOTHER SIDE IS FICTION. ITS EASY TO TELL WHICH ONE.

## FICTION

*Pharmaceutical industry claims in full page Washington Post, New York Times and USA Today ads costing at least \$475,000 in just three days:*



**One of these pills is a counterfeit.**

**Can you guess which one?**

Congress is about to permit the wholesale importation of drugs from MEXICO and CANADA. The personal health of American consumers is unquestionably at risk.

Counterfeit prescription drugs will inevitably make their way across our borders...and into our medicine cabinets. Counterfeit prescription drugs can kill. Counterfeit drugs have killed.

**Congress is about to let prescription drugs from MEXICO and CANADA into the USA. Counterfeit prescription drugs are inevitable. Counterfeits can kill.**

**PhRMA**  
Pharmaceutical Research and Manufacturers of America  
Leading the Way in the Search for Cures  
1100 Fifteenth Street, NW  
Washington, DC 20005  
[www.phrma.org](http://www.phrma.org)

With the importation of MEXICAN and CANADIAN drugs, counterfeits are just one of the dangers headed our way. The importation of prescription drugs also means spoiled, adulterated, impotent or subpotent medicines making their way into American medicine cabinets.

Call your United States Senators at 202-224-3121 today. Tell them to stop the foreign drug importation amendment. Keep foreign counterfeit drugs out of American medicine cabinets.

## FACT

*The facts from FDA, the World Health Organization, and the language of HR 1885*

**DECEPTION:** The legislation moving in Congress includes strict standards to ensure the imported drugs meet FDA safety requirements. In Europe, reimportation is legal and most of these countries' health care systems are ranked higher than the U.S. by the World Health Organization. Additionally, FDA already estimates that 80% of ingredients in U.S. drugs are imported from other countries.

**DISTORTION:** Counterfeit drugs may already be coming across the border - through the pharmaceutical industry itself. Currently, the House Commerce Committee is investigating whether the industry may be importing counterfeit ingredients and making them into pills that U.S. consumers are buying.

**SCARE TACTIC:** Without citing any proof, this implies that, by allowing U.S. consumers access to lower prices in other countries, our overall health care system will somehow be diminished. The biggest health care problem facing America's seniors is the high prices for life-saving medications.

**MISREPRESENTATION:** This legislation provides for the reimportation of only FDA-approved drugs made in the FDA-approved facilities. Since safety is the chief concern of this legislation, it creates a regulatory framework that ensures safety and efficacy of ALL drugs coming into the U.S.